



Date: October 22, 2004

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation
SUBJECT: Canadian Parks and Recreation Award to MoreSports

RECOMMENDATION

That the Board receive this report for information.

BACKGROUND

Programs of MoreSports are focused in the north-east area of Vancouver, where families may be dealing with language and cultural barriers, low-incomes, and safety and security issues. The mission of MoreSports is to “create sustainable community sport programs, so that all children and youth have an opportunity to develop fundamental life skills and a love for sports” by building the capacity of the community.

The Park Board has been a core partner in the formation and development of MoreSports since its creation in 2002. Park Board contributions to MoreSports have included staff time, free access to facilities and fields, and a one-time \$40,000 grant from the Corporate Sponsorship Fund.

Current participants in MoreSports include Ray Cam, Strathcona, Hastings, Thunderbird, Mount Pleasant, Kensington Community Centres and Britannia Community Services Centre. Other key partners of MoreSports include, but are not limited to:

- ▶ Vancouver School Board
- ▶ HRSD Canada
- ▶ The McConnell Family Foundation
- ▶ Vancouver Foundation
- ▶ KidSport Fund
- ▶ Boy's and Girl's Clubs of Greater Vancouver
- ▶ Roger's Sugar
- ▶ 2010 Legacies Now
- ▶ Sport B.C.
- ▶ Tradeworks Training Society
- ▶ Kiwassa Neighbourhood House
- ▶ Provincial and Local Sport Organizations (e.g. Basketball B.C., Soccer B.C., Vancouver Youth Soccer Association, etc)
- ▶ Ford Canada

In the past year, MoreSports has created sporting opportunities that have involved 4,000 children and youth and trained 150 volunteers.

DISCUSSION

In May, 2004 the Vancouver East District Office of the Parks Board nominated MoreSports for the Canadian Parks and Recreation Association's **Award of Excellence for Innovation**. This award "recognizes Canadian municipalities and organizations that have demonstrated innovation in the provision of parks and recreation services in the areas of facilities, heritage and culture, programs, parks, operations and maintenance."

MoreSports has been recognized for:

- an innovative approach that introduces organized sports to the children and youth
- building capacity and involvement of area residents
- building support and partnerships with the private and public sectors and other service providing organizations
- providing a lasting improvement to the quality of life of its residents
- setting a standard that other communities can follow

The award was presented at the annual CPRA conference in Halifax, Nova Scotia on October 22, 2004 and received on behalf of the community by Bob Gilson, the Chair of the MoreSports Advisory Committee and Heather Deal, Park Board Commissioner.

Prepared by:

Vancouver East District
Board of Parks and Recreation